THE GROCER

October 12 1968

J. M. WALLACE has been appointed a director of Philip Morris & Company, manufacturers of Ever-Ready Personna razor and industrial blades. Mr. Wallace is the financial controller of Ever-Ready Personna.

THE GROCERS' GAZETTE

October 5 1968

New Philip Morris director

WALLACE

JAMES M. WALLACE has been appointed a director of Philip Morris & Co., manufacturers of Ever-Ready Personna razor blades.

Mr. Wallace is the financial controller of Ever-Ready Personna. He joined Personna at Glasgow as secretary in 1966 from British Relay in Edinburgh, where he was Scottish division accountant.

RETAIL CHEMIST

October 10 1968

CAMPAIGN COMMENT

THE razor blade market is getting more cut-throat than ever. Chemists sell 21% of them (as against 28 by grocers, 24 by national chains, 15 by newsagents, 9 by hairdressers, and 3 by "others.")

Ever-Ready Personna will be marketing a new stainless steel backed injector razor complete with five blades for 9s. 11d. early next month. About the same time Wilkinson will be retailing a new double edge safety razor and spending £120,000 on pre Christmas advertising. Gillette have just launched a new style in razors, the Super Slim Twist . . .

For the hands and general use, Kimberly-Clark are putting a big promotion behind Kleenex Kitchen Towels. In-store statistics show that shops stocking the twin-pack sell 50% more than those stocking singles only.

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Source: https://www.industrydocuments.ucsf.edu/docs/spjk0000